

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 402 Issue 7



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E-120703008
Buyer:	...	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est/PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	150	30 Comme	Nbr of Spots	1	1	150
2	M-F 4-5p Judge Judy ...F..	04	225	30 Comme	Nbr of Spots	1	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	06	170	30 Comme	Nbr of Spots	1	1	170
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots	1	1	120
5	M-F 4-5p Judge Judy M.....	04	150	30 Comme	Nbr of Spots	1	1	150
6	M-F 9a Dr Phil M.....	05	225	30 Comme	Nbr of Spots	1	1	225
8	Sat 8-9p .....S.	06	140	30 Comme	Nbr of Spots	1	1	140
Weekly Totals:					68	17	75	
Total Spots(Ord Spots)					-1	-1	-1	-225
Open PR					3		3	
Closed PR								

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Original

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 38195	<b>Campaign Ref:</b> E:120703008
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C29N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 1135p ET / 1035p CT Late Show ..T....	06	170	30 Comme	Nbr of Spots	1	1	170
11	M-F 3p ET / 2p CT Let's Make A Deal ..T....	05	150	30 Comme	Nbr of Spots	1	1	150
12	M-F 4-5p Judge Judy ..T....	04	225	30 Comme	Nbr of Spots	1	1	225
13	Tue 10p ET / 9p CT Vegas ...T...	05	1200	30 Comme	Nbr of Spots	1	1	1200
14	M-F 1135p ET / 1035p CT Late Show ..T....	06	120	30 Comme	Nbr of Spots	1	1	120
15	M-F 3p ET / 2p CT Let's Make A Deal ..T....	05	120	30 Comme	Nbr of Spots	1	1	120
16	M-F 4-5p Judge Judy ..T....	04	140	30 Comme	Nbr of Spots	1	1	140
17	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	120	30 Comme	Nbr of Spots	1	1	120
18	M-F 4-5p Judge Judy ..W....	04	225	30 Comme	Nbr of Spots	1	1	225
19	M-F 9a Dr Phil ..W....	05	80	30 Comme	Nbr of Spots	1	1	80
<b>Weekly Totals: Total Spots(Ord Spots)</b>					58	17	75	
<b>Open PR</b>					-1		-1	-225
<b>Closed PR</b>					3		3	

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**WSPA-TV**  
250 International Dr.  
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(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	38195	Campaign Ref:	E:120703008
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C29N06	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06217721
Est./PO Number:	06217721	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Types	Rate	Spot Type	10/29	11/05	Total	Cost
21	Fri 10p ET / 9p CT Blue Bloods ...F..	05	2500	30 Comme	Nbr of Spots	1	1	2500
22	M-F 1135p ET / 1035p CT Late Show ...F..	06	170	30 Comme	Nbr of Spots	1	1	170
23	M-F 530a News ...F..	04	140	30 Comme	Nbr of Spots	1	1	140
24	M-F 6a News ...F..	04	250	30 Comme	Nbr of Spots	1	1	250
25	M-F 7a CBS This Morning ...F..	04	200	30 Comme	Nbr of Spots	1	1	200
26	M-F 9a Dr Phil ...F..	05	150	30 Comme	Nbr of Spots	1	1	150
27	Fri 9p ET / 8p CT Made In Jersey ...F..	05		30 Comme	Nbr of Spots	1	1	
28	M-F 530a News M.....	04	50 140	30 Comme	Nbr of Spots	1	1	50 140
29	M-F 6a News M.....	04	250 100	30 Comme	Nbr of Spots	1	1	250 100
30	M-F 7a CBS This Morning	04	200	30 Comme	Nbr of Spots	1	1	200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

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**WSPA-TV**  
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(864) 576-7777 FAX (864) 587-4480

Original

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<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C29N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Buineee Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transaccional

Ref	Salee Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 9a Dr Phil M.....	05	150	30 Comme	Nbr of Spots	1	1	150
33	Sat 8p ET / 7p CT CBS College Football .....S.	05	1000	30 Comme	Nbr of Spots	1	1	1000
34	Sat 8p ET / 7p CT CBS College Football .....S.	05	1000	30 Comme	Nbr of Spots	1	1	1000
35	Sun 1030a ET / 830a CT Face The Nation .....S	05		30 Comme	Nbr of Spots	1	1	
36	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots	1	1	275
37	M-F 530a News ...T....	04	140	30 Comme	Nbr of Spots	1	1	140
38	M-F 6a News ...T....	04	250	30 Comme	Nbr of Spots	1	1	250
39	M-F 7a CBS This Morning ...T....	04	200	30 Comme	Nbr of Spots	1	1	200
<b>Weekly Totals:</b> Total Spots(Ord Spots)					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

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<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C29N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
40	M-F 9a Dr Phil ..T....	05	150	30 Comme	Nbr of Spots 1		1	150
41	M-F 530a News .T....	04	50 140	30 Comme	Nbr of Spots 1		1	50 140
42	M-F 6a News .T....	04	250 100	30 Comme	Nbr of Spots 1		1	250 100
43	M-F 7a CBS This Morning .T....	04	200 80	30 Comme	Nbr of Spots 1		1	200 80
44	Tue 8p ET / 7p CT NCIS .T....	04	1900	30 Comme	Nbr of Spots 1		1	1900
45	M-F 9a Dr Phil .T....	05	80 150	30 Comme	Nbr of Spots 1		1	80 150
46	Tue 9p ET / 8p CT NCIS Los Angeles .T....	05	1500	30 Comme	Nbr of Spots 1		1	1500
47	Wed 10p ET / 9p CT CSI ..W....	06	900	30 Comme	Nbr of Spots 1		1	900
48	M-F 1135p ET / 1035p CT Late Show ..W....	06	120	30 Comme	Nbr of Spots 1		1	120
49	M-F 530a News ..W....	04	50	30 Comme	Nbr of Spots 1		1	50
<b>Weekly Totals: Total Spots(Ord Spots)</b>					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

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<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C29N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
50	M-F 6a News ..W....	04	100	30 Comme	Nbr of Spots	1	1	100
51	M-F 7a CBS This Morning ..W....	04	80	30 Comme	Nbr of Spots	1	1	80
52	Sat 1135p Panthers Huddle ...S.	04	70	30 Comme	Nbr of Spots	1	1	70
53	M-F 3p ET / 2p CT Let's Make A Deal MT....	05	150	30 Comme	Nbr of Spots	1	1	150
54	M-F 730p Scene On 7 M.....	06	250	30 Comme	Nbr of Spots	1	1	250
55	Fri 9p ET / 8p CT CSI NY ...F..	05	900	30 Comme	Nbr of Spots	1	1	900
56	M-F 7p News ...TF..	05	275	30 Comme	Nbr of Spots	1	1	275
57	Sat 8p ET / 7p CT CBS College Football ....S.	05	1300	30 Comme	Nbr of Spots	1	1	1300
58	Sat SEC Football ...S.	06	300	30 Comme	Nbr of Spots	2	2	600
59	Sat CBS NCAA Football	03	2000	30	Nbr of Spots	1	1	2000
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	58	17	75
					<b>Open PR</b>	-1		-1
					<b>Closed PR</b>	3		3
								-225

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Est/PO Number:	06217721	Contract type:	Political	Buinee Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Salee Product Detaille	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
61	M-Su 11p News M.....	06	325	30 Comme	Nbr of Spots	1	1	325
62	Sun 1p ET / 12p CT NFL On CBS .....S	02	2500	30 Comme	Nbr of Spots	1	1	2500
63	Sun 4p ET / 3p CT NFL On CBS .....S	03	3000	30 Comme	Nbr of Spots	1	1	3000
64	Sun 730p ET / 630p CT 60 Minutes .....S	03	2500	30 Comme	Nbr of Spots	1	1	2500
65	Mon 8-9p ET / 7-8p CT How I Met / Partners M.....	03	2500	30 Comme	Nbr of Spots	1	1	2500
66	Mon 9-10p ET / 8-9p CT 2 Broke Girls / Mike & Molly M.....	03	3500	30 Comme	Nbr of Spots	1	1	3500
67	M-F 730p Scene On 7 .....F	06	150	30 Comme	Nbr of Spots	1	1	150
68	M-F 7p News .....F	06	200	30 Comme	Nbr of Spots	1	1	200
69	M-F 7p News .....F	06	200	30 Comme	Nbr of Spots	1	1	200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					58	17	75	
Open PR					-1		-1	-225
Closed PR					3		3	

**Pat McCrory /R/ Governor/ NC**  
**Submission Number 402 Issue 7**



WSPA-TV

250 International Dr

Spartanburg SC 29303-8898

**FAX (864) 587-4480**

# Original

<b>Client:</b>	Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b>	38195	<b>Campaign Ref:</b>	E:120703008
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	MCCRO /ORDR /C29N06	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06217721
<b>Est./PO Number:</b>	06217721	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
	M.....			Comme				
70	M-Su 11p News MTWTFSS Isolations: W/C 10/29 ... F.S.	06	325	30 Comme	Nbr of Spots 2		2	650
71	M-Su Late News Late Run MTWTFSS Isolations: W/C 10/29 ..... S	04	325	30 Comme	Nbr of Spots 1		1	325

Total Spots(Ord Spots)	58	17	75	
Open PR	-1		-1	-225
Closed PR	3		3	

Pre-emption Summary								
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Sat 8-9p	30 Commercial	10/29/12	Closed Pre Emption	400.00	53 (11/06), 54 (11/05)	0000177696	
18	M-F 4-5p Judge Judy	30 Commercial	10/29/12	Open Pre Emption	225.00		0000000000	E120703008
27	Fri 9p ET / 8p CT Made In Jersey	30 Commercial	10/29/12	Closed Pre Emption	900.00	55 (11/02)	0000181392	
35	Sun 1030a ET / 930a CT Face The Nation	30 Commercial	10/29/12	Closed Pre Emption	275.00	56 (11/01)	0000184207	

Grand Totals			
	Totals	10/29	Month 11 Weeks: 4
Spots	76		11/05
Cost	39420	58	1
		29470	8956



Grand Totals:

Spots:		75
Gross Total:		38,195.00
Commission:		5,729.25
Net Total:		32,465.75